

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

Application:	09/465,730	Examiner:	Alvarez, Raquel
Filed:	May 17, 2000	Art Unit:	3622
Inventor:	Hunter, et al.	Atty Ref.:	0108020-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE
ELECTRONIC BILLBOARD DISPLAYS TO CARRY
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING
SYSTEM**

RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 04/19/2007, please consider the following remarks:

Remarks begin on page 2 of this paper.